



Euromonitor  
International

# HW Cooking Ingredients and Meals in Singapore

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Locals embrace healthier diets but taste remains important in capturing demand

Natural and organic claims proving popular among health conscious consumers

Manufacturers under pressure to reduce the salt content of their products

#### PROSPECTS AND OPPORTUNITIES

Government initiatives set to drive product innovation, but delivering on taste will remain key

Vegan, vegetarian and plant-based cooking ingredients and meals showing huge potential as environmental concerns grow

Brain health and memory and high protein products key trends to look out for as consumers look to improve long-term health outcomes

#### MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

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## Health and Wellness in Singapore - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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